GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2333
ANSWERED ON:01.08.2016
Light and Sound Programmes at Monuments
Ramachandran Shri Krishnan Narayanasamy

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has flagged tourism as a big-ticket item in its agenda to revive "Brand India";
(b) whether the Government is keen to promote 3D technology and the "Sound and Light" effect, presently in use at Red Fort, Taj Mahal and other national heritage monuments, at other tourist sites; and
(c) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism, Government of India undertakes a series of promotional activities under the 'Incredible India' brand-line to promote India and its destinations and tourism products in major source markets around the globe. As part of the above, Incredible India campaigns are released in various media including Print, Television and Online to showcase India's tourism potential and to increase foreign tourist arrivals to the country. In addition, India Tourism Offices overseas also carry out various activities for promoting and marketing the Incredible India brand.

(b) & (c): For development of tourism infrastructure in the country, the Ministry of Tourism has launched two new schemes i.e. Swadesh Darshan-Integrated Development of Theme-Based Tourist Circuits and PRASAD-Pilgrimage Rejuvenation and Spiritual Augmentation Drive. Under these schemes financial assistance is provided to State Governments/Union Territory Administrations for development of tourism infrastructure and for undertaking various tourism activities including sound and light shows. The name of the projects with the sound & light/laser show component sanctioned under Swadesh Darshan and PRASAD scheme is annexed.

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